

**What is Claimed is:**

1. A method of selecting a channel of interest from a plurality of communication channels which carry audio or video information, comprising:
  - extracting image or sound characteristic data from said audio or video information;
  - searching for specific content of interest based on said image or sound characteristic data;
  - and selecting a channel based on said content of interest;
2. A method according to claim 1 where said characteristic data is stored on at least one server computer;
3. A method according to claim 1 where said selected channel is displayed on at least one client display;
4. A method according to claim 2 and 3 where client and server communicate via the Internet protocol (IP)
5. A method of tuning to a channel of interest from a plurality of channels received by receiver device, using an Internet-enabled computing device, comprising:
  - creating a correspondence between broadcast channel signals received by said receiver device and channel characteristic data stored on at least one Internet site;
  - searching for specific content of interest based on said channel characteristic data;
  - selecting a channel based on said content of interest;
  - and tuning said receiver device to said selected channel.